

FIG. 1

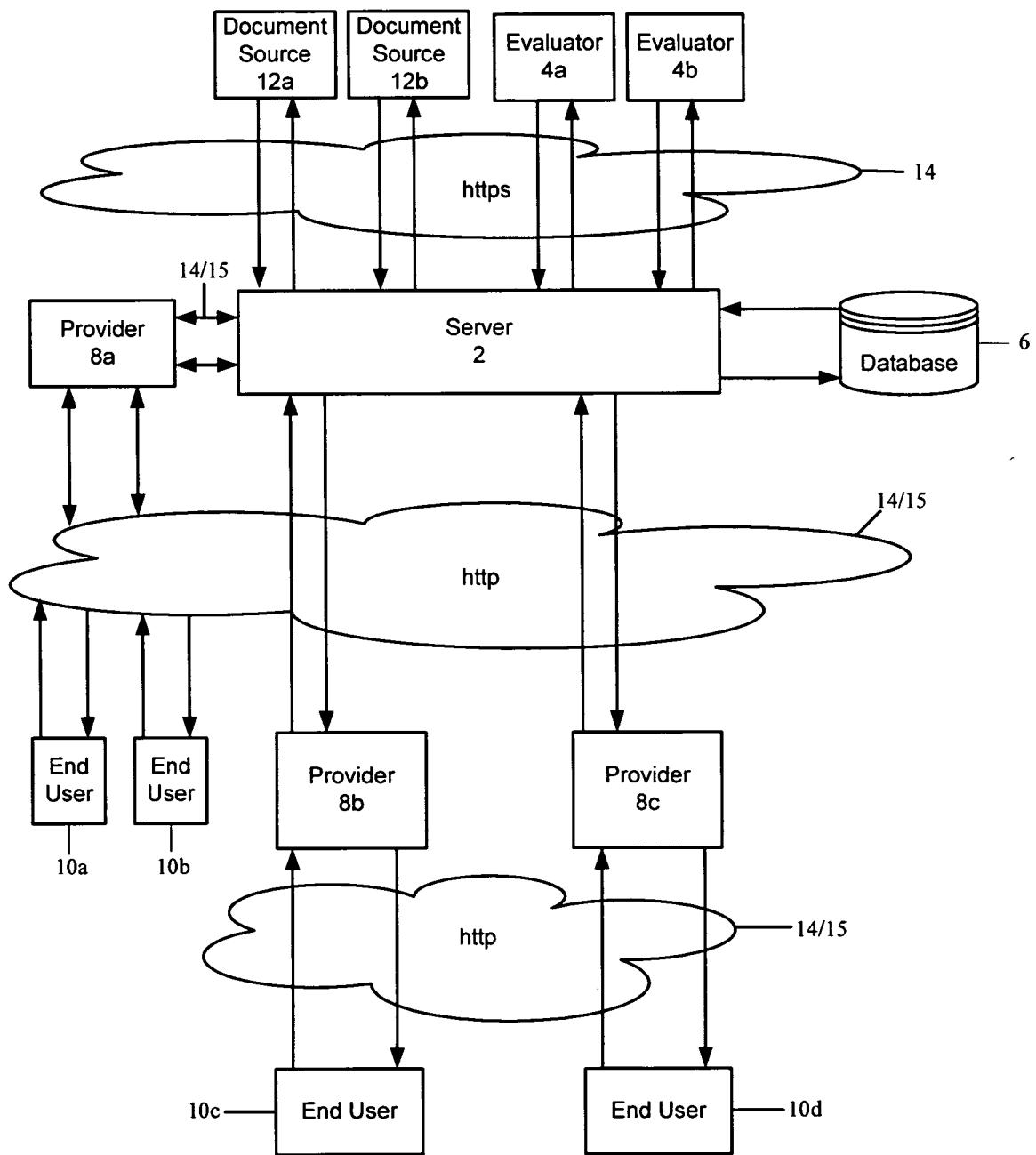


FIG. 2

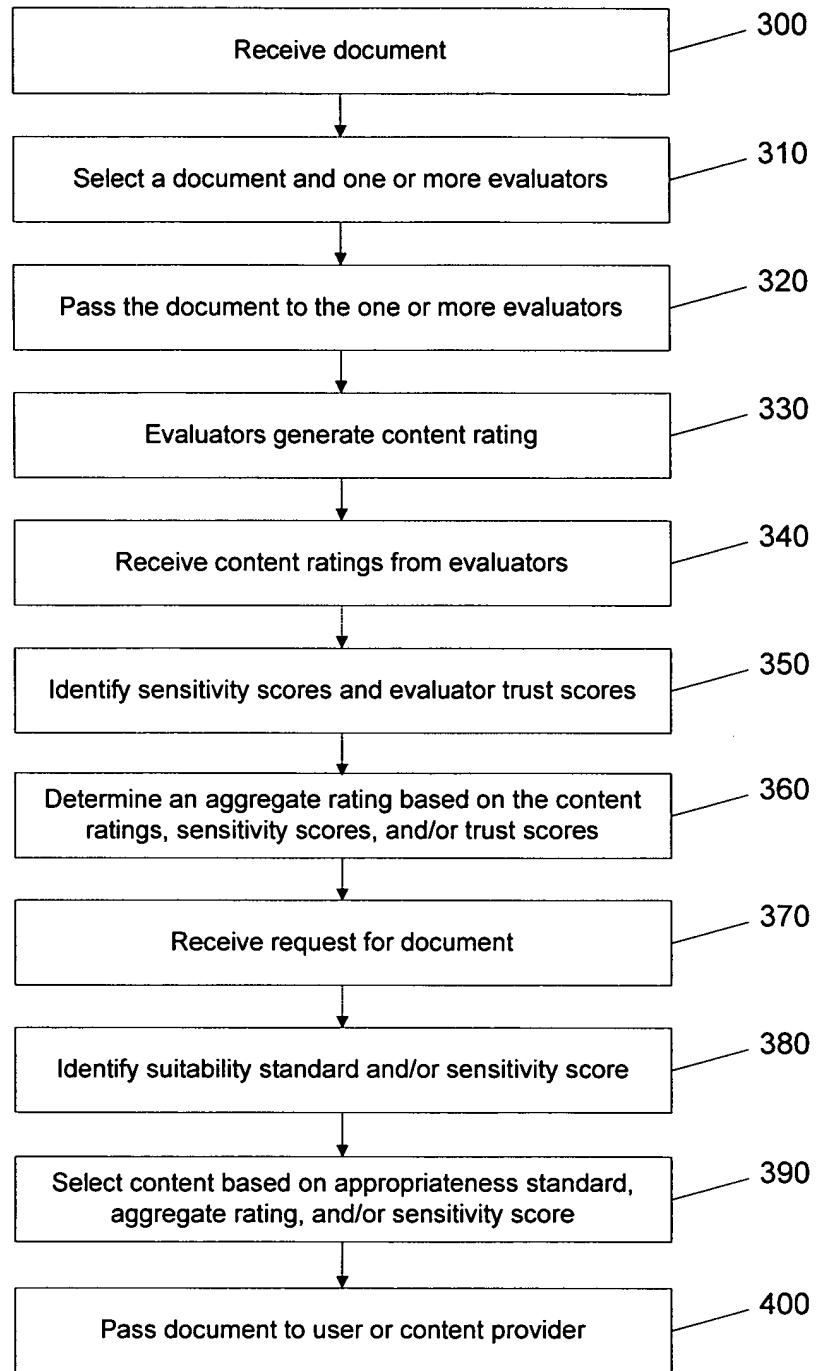


FIG. 3

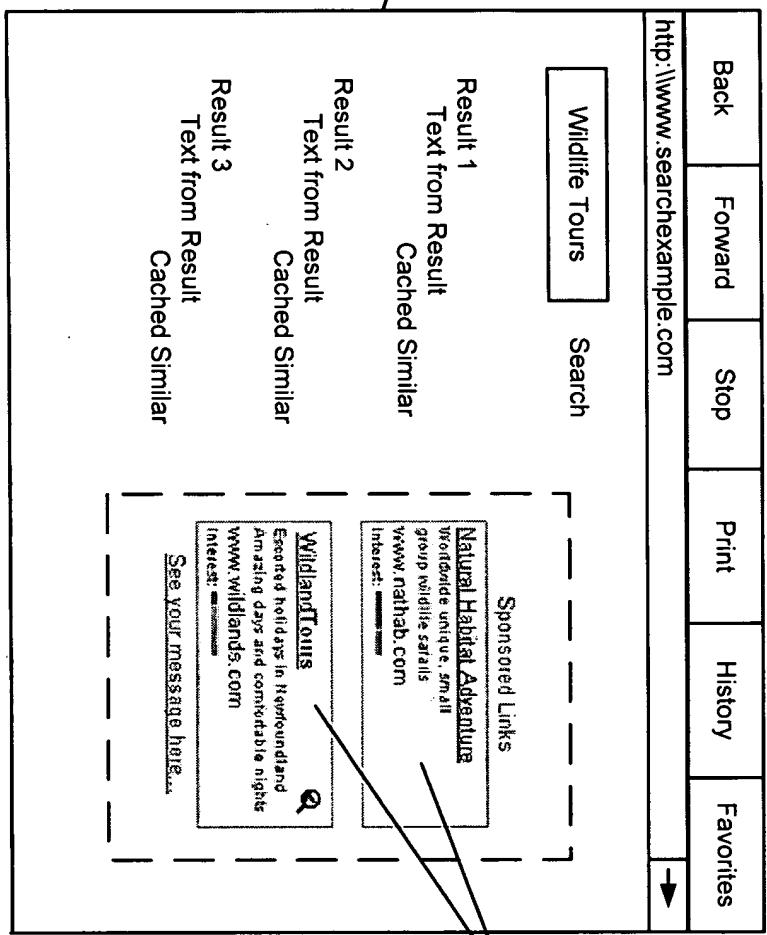


FIG. 4

### **Evaluator Questionnaire**

Document: Petchow Dog Food Advertisement  
Owner of Document: OwnerCo, Inc.  
Creator of Document: CreatorCo, Inc.

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Name of evaluator:

Address:

City, State, Country:

Evaluator entity:

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

50a

1. Violent content: \_\_\_\_\_
2. Sexually explicit content: \_\_\_\_\_
3. Content inappropriate for children: \_\_\_\_\_
4. Content inappropriate for teenagers: \_\_\_\_\_
5. Content relating to the consumption of alcohol or drugs: \_\_\_\_\_
6. Content inappropriate for persons of a particular race:  
please name the race \_\_\_\_\_
7. Content inappropriate for a specific religion or creed:  
please name the creed \_\_\_\_\_
8. Content inappropriate for a specific national origin:  
please name the national origin: \_\_\_\_\_
9. Foreign language content: \_\_\_\_\_
10. Offensive audio content: \_\_\_\_\_
11. Offensive video content: \_\_\_\_\_
12. Is this document suitable for children? (Yes/No) \_\_\_\_\_
13. What time of day may this document be shown (check all that are applicable):  
\_\_\_\_\_ 6am-7pm; \_\_\_\_\_ 7-11pm; \_\_\_\_\_ 11pm-6am
14. Is there any reason this document is not suitable for the average person?  
If yes, please explain: \_\_\_\_\_

50b

50c

**FIG. 5**

**Evaluator Questionnaire**

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Document: Petchow Dog Food Advertisement

Owner of Document: OwnerCo, Inc.

Creator of Document: CreatorCo, Inc.

Name of evaluator: John Smith

Address: 123 Oak Terrace

City, State, Country: Springfield, IL

Evaluator entity: Booze DistributorCo.

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

60a

1. Violent content: 4

60b

2. Sexually explicit content: 6

3. Content inappropriate for children: 5

4. Content inappropriate for teenagers: 1

5. Content relating to the consumption of alcohol or drugs: 1

6. Content inappropriate for persons of a particular race: No  
please name the race \_\_\_\_\_

7. Content inappropriate for a specific religion or creed: No  
please name the creed \_\_\_\_\_

8. Content inappropriate for a specific national origin: Yes  
please name the national origin: Canada

60c

9. Foreign language content: minimal

10. Offensive audio content: heavy metal music in background

11. Offensive video content: woman wearing bikini

12. Is this document suitable for children? (Yes/No) \_\_\_\_\_

13. What time of day may this document be shown (check all that are applicable):  
\_\_\_\_\_ 6am-7pm; \_\_\_\_\_ 7-11pm; \_\_\_\_\_ 11pm-6am

12. Is there any reason this document is not suitable for the average person? No.  
If yes, please explain: \_\_\_\_\_

A. How many inappropriate words were used in this document? 1  
If yes, which word(s)? sucks

B. What is the length of this document? medium

FIG. 6